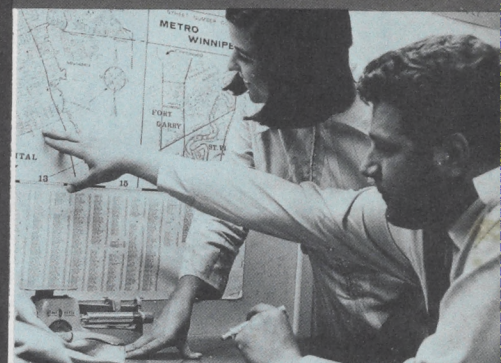
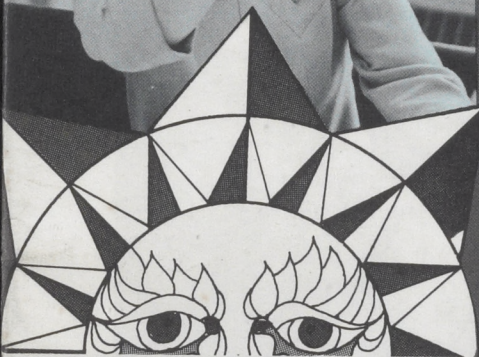


CONTACTS

JUNE / JULY / 69

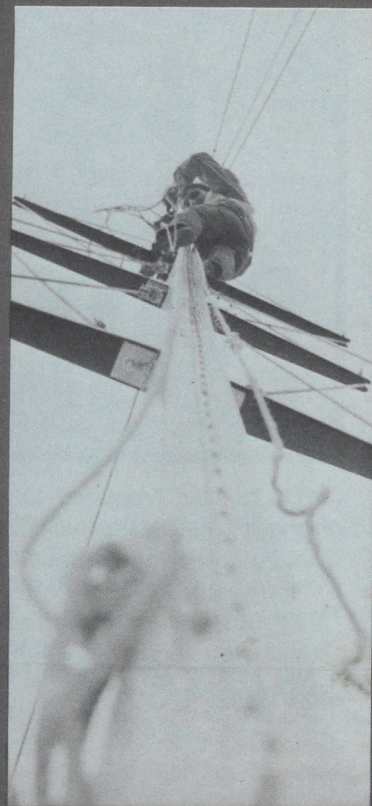


Story of a Sales Bill 12



Quo Vadis? 6

Wind and Water 8



Advertising Creates the Climate 9

in our business ...

The staff in these pictures are representatives from the four main buildings in the Winnipeg Area.



SERVICE BUILDING: From left to right, Tony Benoit, Stock, Kevin Brennan, Bargain Centre, Lynn Van Tassel, Administration Office, Elfrieda Danek, Drapery Workroom, and Gilbert Jenner, Driver



CATALOGUE: From left to right, Vivian Thomson, Telephone Operator, Harold Morris, Shipping, Janet Jones, Catalogue Distribution, John Stasynek, Bakeshop, Louise Desjardins, Key Punch Operator, and Dennis Herring, Sales Room



POLO PARK: From left to right, Russ Fogg, Receiving, Roger Brown, Furniture, Sandy Anderson, Merchandise Control, Joe Paul, Restaurant, and Louise Denich, Sporting Goods & Luggage



DOWNTOWN STORE: From left to right, Diane Passalis, Fourth Floor Fashions, Margaret Walchuk, Accounts Office, Bill Hamilton, Restaurants, Jean Anderson, Gift Court, and Michael Harris, Personnel

it's people that count

IT'S THE BEST YET

In Centennial Year, Eaton's is Celebrating the 64th anniversary of the opening of the Company's first major enterprise in Western Canada — the Winnipeg Store. And plans for the 1969 Birthday Sale indicate it'll be the *best yet*.

It all started promptly at 8 a.m., on Monday, July 17, 1905, when Founder Timothy Eaton, assisted by his grandson, Timothy Eaton Junior, pressed a button to automatically open the doors.

Winnipeggers greeted the new venture with enthusiasm. Some members of the official party, who arrived the week before, by private railway car, took a practical part in the proceedings — they worked. Mrs. Timothy Eaton was employed as a floor walker, while her daughter, Mrs. Charles Burden, acted as a cashier.

A special feature of the day was the debut of the "copper". Before Eaton's in Winnipeg opened, one-cent pieces were rarely used. In a few months, pennies became a common sight in Manitoba.

The lure of the west proved strong with the 250 people recruited from Toronto to work in the store for the opening — only a handful returned. The rest made new careers with the expanding Winnipeg store that grew from five to eight stories in two years.

Today, Eaton's in Winnipeg captures much of the "let's go" spirit of yesteryear. From such new developments as Polo Park and the proposed Winnipeg South project there's a feel that we're on the move. It's reflected in the eagerness to meet new challenges and problems head on. It's reflected in the managing of the huge logistics of building a major department store and getting it ready on the dot. It's reflected in the bold, colourful look of excitement in Polo Park and the Downtown Store's shopping facilities.

This "let's go" spirit is no less evident in the Service Building and Catalogue.

It's the response to opportunity on the part of Eaton staff that makes it possible to talk familiarly about their achievements.

It's a massive undertaking to look after tens of thousands of customers every day. It takes teamwork and creativity to renovate an entire floor and turn it into a dazzling merchandise display. When you get down to the nitty-gritty: it's people who count in our business.

- The telephone operator who acts with quick resourcefulness to assist customers.
- The girl in the business office who comes up with a suggestion that's just the ticket for inquiring customers.
- The carpet layer who sizes up the job and sees a way to do it superlatively well.

Another Eaton characteristic is innovation. We're an organization that's constantly searching for more opportunity, more challenge.

George Bernard Shaw said: "The people who get on in this world are the people who get up and look for the circumstances they want, and, if they can't find them, make them."

When John C. Eaton, the Founder's son, visited the west on a fact-finding tour, he saw the area's enormous potential. As a result, he spearheaded the Company's initial expansion in the west. His faith in Winnipeg's future is reflected by the massive redevelopment plans for the city's core in the vicinity of the Downtown Store.

This \$50 million project, with its 300-room hotel, 40-storey office complex, and exciting skyway adjoining Eaton's, slated to start next spring, will be a fitting beginning to Manitoba's Centennial Year and Eaton's entry into the next hundred years. □

change *change* *change*

"We are moving into a period, and it will probably be a permanent period, where the main characteristic of the world will be change. In the past we've thought of permanence, stability and careers that last a lifetime. But if you look at the world right now, even the permanence of institutions is changing."

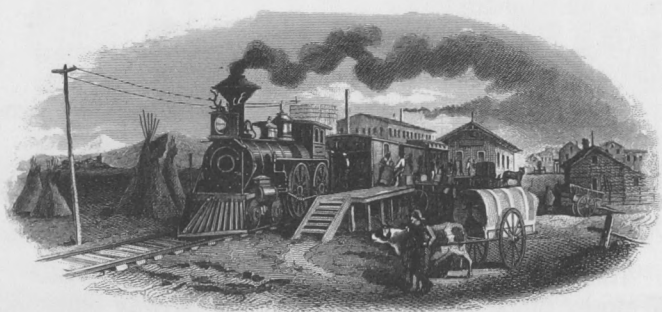
This Newsweek quote is by Dr. Emanuel G. Mesthene, director of the IBM-financed study on automation carried out at Harvard University. The role



of change in our lives is increasing in importance. It's something we have to face up to: it's happening all around us. In our time we've seen



tremendous change in technology. We're about to see greater strides forward. To some it's unsettling, to others it's exciting. We feel secure in a



routine. Yet, we often yearn for changes to make life challenging and rewarding. We meet the challenge of change in a variety of ways. Eaton's is an organization that's well known for providing opportunities for advancement and personal growth. We're a group marked by enthusiasm and creativity. We aim to provide the best possible services to meet the needs and desires of those we serve. We give service today efficiently and pleasingly, while at the same time we're planning towards improving services and methods for tomorrow.

Today's generation will reap many of the benefits of the wonders just around the corner. Automation in business may, ironically, make people more human. Automation can free us from endless detail and help our Company to increase its capabilities to serve the public with excellence in merchandising.





Omniscient and omnipotent, Janus was the ancient Roman god, without whose favour no new venture could succeed.

Two heads enabled this deity to look simultaneously back through the ages and forward into the future. Endowed with neither his infallibility, nor his power, this article, nevertheless takes a Janus-like view of the past and the future.

The title of a famous novel . . . Latin phrase challenging man's imagination down the centuries . . . Quo Vadis? Whither goest thou? We can't predict what's ahead or where we're going without a fair amount of speculation. However, we do know that our Company, or any other successful business, must plan ahead and be prepared for what is coming by examining and building on what is past.

First, let's take a look at Winnipeg one hundred years ago. Known as Fort Garry, Manitoba's future capital was a muddy, little village, of a few hundred inhabitants, near the fork of the Red and Assiniboine rivers. The community centred on the trading post at Fort Garry and a few tiny shops at the corner of Portage and Main. Social life evolved around the various festival days and visits from dignitaries.

Red River carts proved to be the most practical form of transportation. These clumsy, unattractive, two-wheel wooden vehicles had a carrying capacity of 1000-lbs. On a quiet evening, the hideous sound of their creaking wheels could be heard miles away. Yet in 1869 the Red River carts were the mainstay for transporting merchandise. Dog teams in the winter and York boats in the summer were also the freight carriers of the early days.

Historically, the business of buying and selling, before Timothy Eaton's time, hadn't changed a great deal since the Middle Ages. Merchants in Fort Garry usually didn't mark prices on goods. Customers and merchants were expected to haggle. Cash rarely changed hands at the time of the sale. Sometimes they took their time about paying too. It was common practice among merchants to add on an extra amount to compensate for the delay.

Most people actually acquired merchandise by bartering; a bag of wheat, for example, for a bolt of cloth.

The man from Ballymena, Timothy Eaton, changed all that on December 8, 1869, when he opened a small dry goods store in Toronto and revolutionized retailing with his new fangled business practices.

In the little span of one century we have indeed progressed from the time Timothy Eaton announced that his goods sold for one price only and for cash.

The progress that ensued as a result of the Founder's business acumen transformed Eaton's into a great retail organization — the largest in the Commonwealth. Timothy Eaton's legacy is an integral part of the Company

and today it affects our every day operations.

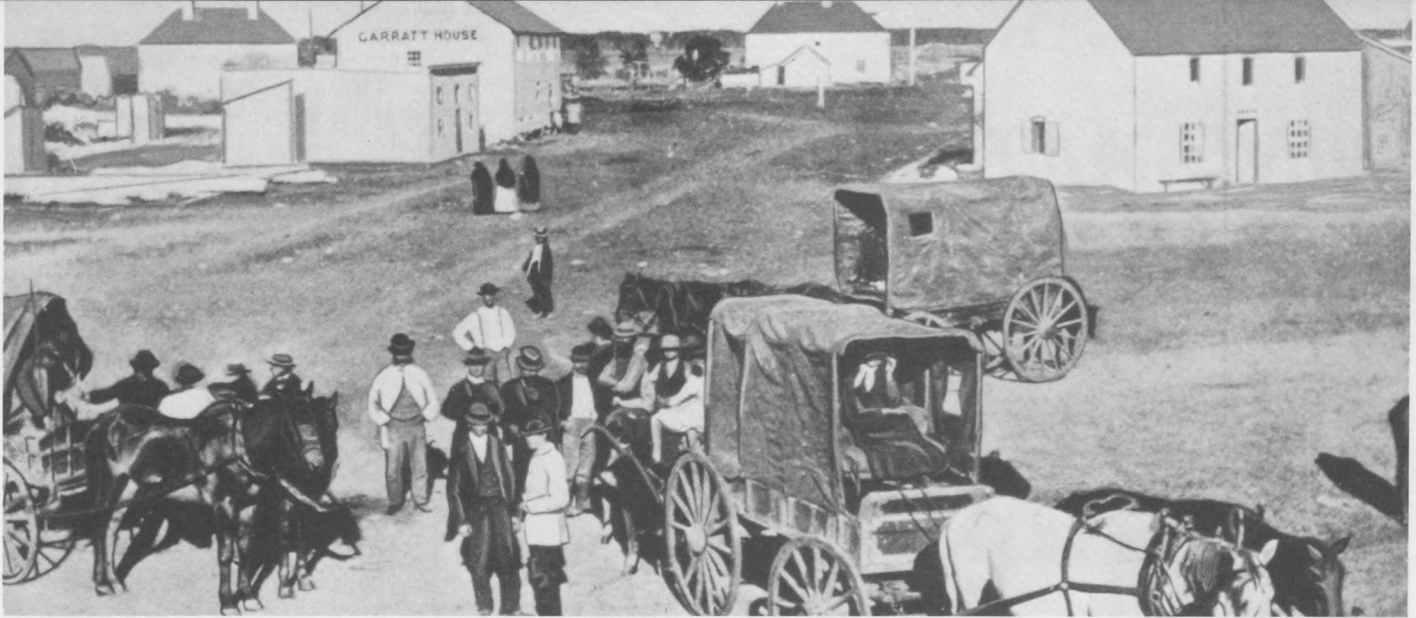
One of man's unique abilities: The heritage he left behind is the transferring of knowledge to succeeding generations. In doing so man has quickened the tempo of invention and

discovery. Today, we live in an era of scientific breakthrough and technical revolutions.

The curtain is just rising on some of the wonders ahead. By the year 2000 — a mere 31 years away — science and technology will have transformed the country and its industry. Doctors will be making routine heart transplants. Atomic power will turn sea water into fresh. Computers will have reached the point where they will be used for some kind of decision making at the management level.

It's quite reasonable to predict that in the future each citizen will be equipped with a number, verified perhaps with a fingerprint, with which to make a purchase. A computer will automatically check his bank balance, debit his account by the proper amount and credit, for example, the Eaton's account at the same time. With the storage of all such data, income tax can be collected automatically. In fact, the need for money in the form of cash will virtually disappear.

QUO VADIS?



The corner of Winnipeg's Portage Avenue and Main Street one hundred years ago

You'll be very much in the swim of things in the future. Swimming in the next couple of decades will become the number one sport in Canada.

None of the forecasters, however, seem to have any solution for the traffic problem. Canadian futurist Marshall McLuhan predicts that both the wheel and the highway will be obsolete, giving way to Hovercraft that rides on a cushion of air. Lunar exploration in the 21st century will be old hat and men will have flown past Venus and Mars.

How about the domestic front? Nearly all experts agree that the outward appearance of the Canadian home won't change radically. After all, homes haven't drastically altered since the 1930's.

Inside, the home of the future will be climatically controlled. Temperature, humidity, purity of air will all be taken care of automatically. There will be no laundry room. It will be replaced by an inconspicuous unit. Soiled clothes will go in one side and come out the other — cleaned and ready to wear.

What about wrinkles? Ironing in the future will be a thing of the past. All clothes will be made from fabrics that come with permanent creases.

In the bedroom you'll sleep on an air-cushioned bed, which, at the wave of your hand, inflates as it comes out of the wall bringing with it fresh, disposable, silk-textured paper sheets. A radiant heating panel suspended above the bed will make blankets unnecessary, even at 40 degrees below Fahrenheit. An overhead television monitor will permit you to keep an eye on the children in another room.

Science fiction readers won't have any trouble imagining a Winnipeg or Saskatoon transplanted somewhere north of Churchill in the 21st century.

When you think of retailing in the future you think of a whole new world. Space-age fashions will be telecast on closed circuit television, enabling housewives to shop from their homes. Underground stores will be

one answer to the population explosion. Staff will probably travel to work via missile-like projectiles that unload at the store entrance.

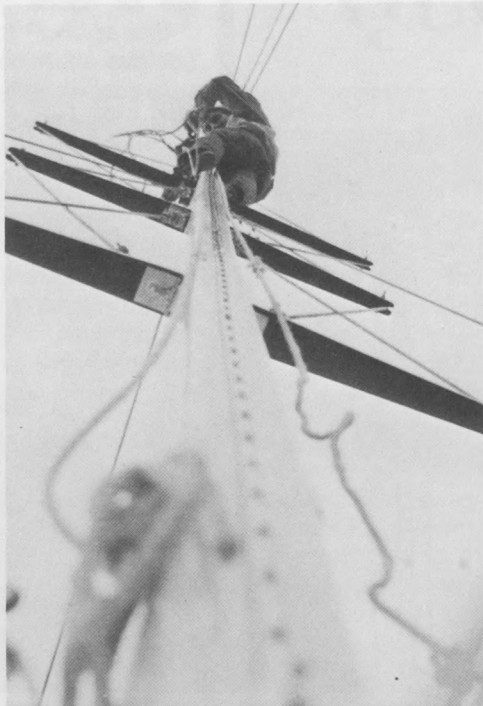
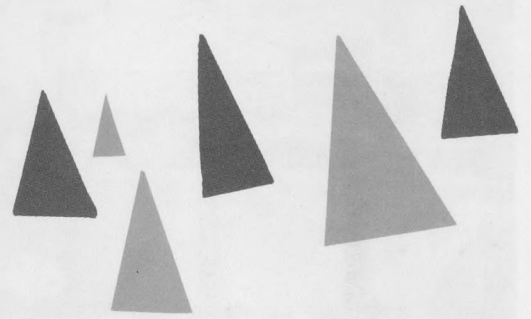
On the other hand, the home will become an increasing centre of business operations. A businessman of the future with the aid of special communications equipment in his home could function efficiently from his living room. By pushing buttons he could receive reports on such items as the latest weather, his current bank balance, stock quotations, news, airline schedules.

No matter what the scientific marvels tomorrow will be, it is obvious that providing goods and services to millions of new Canadians will present a challenge to the men and women in our organization. But, whatever the future holds, it will be people . . . their imagination, their ideas and their work that will make it possible.



Space-age fashions will be telecast on closed circuit television, enabling housewives to shop from their easy chairs

WIND AND WATER



Malcolm adjusts the rigging



Before setting out on a cruise, Malcolm Braithwaite raises the main sail, assisted by Barbara Stone, Polo Park Teen & Children's Wear

TO A SAILBOAT enthusiast on one of the thousands of lakes and rivers in Canada, the ingredients are the same. A spanking summer breeze, the rush and splash of water alongside, the thrill of making the wind and the boat work together — all combine to make sailing one of the most satisfying of all sports.

Early this spring, Malcolm Braithwaite, Polo Park Service Bureau, launched his sleek 26-foot trimaran sailboat at Clear Water Bay on the Lake of the Woods, some 15 miles west of Kenora. The trimaran is equipped with two stability floats and a cabin that sleeps four. It took Malcolm, a skilled carpenter, and four associates, a year to build the streamlined craft.

news suppliment

Winnipeg To Host Centennial Curling Championships

The Winnipeg Area will be the official hosts of the nation-wide Eaton Centennial Curling finals to be held at the Highlander Curling Rink, March 4-7, 1970.

Teams representing provinces and areas from across Canada are expected to compete in the 4-day championship. Regulations governing the event will be a modified version of the O'Keefe curling rules. All regular staff and part-time people with one year's service may take part in the mixed-team event.

Copies of the playoff format and rules will be mailed to all Centennial Sports Chairmen in July.

Head of the Winnipeg Curling committee is one of the Company's most experience curlers, Jim Thomson, Supervisor, Catalogue Watch Repair. Other committee members are: Evelyn Gordon, Downtown Sporting Goods; Pat Boyce, Merchandise Control, Catalogue; Lillian Phillips, Staff Relations;

Doug Brault, Wage Administration, Errol Klinck, Polo Park; Michael Hartley, Publications Office; Dave McKenzie, Catalogue Personnel, and Mike Tomlinson, Life Insurance Office.

See your next issue of Contacts for further information and entry forms.

S. J. Shortt Appointed Sales & Merchandise Manager



S. J. Shortt, Sales & Merchandise Manager

Stan J. Shortt was appointed Sales & Merchandise Manager — Winnipeg Area. Born in Toronto, Mr. Shortt attended the University of Toronto and Ryerson Polytechnical Institute. In 1953 he joined Eaton's in the Toronto Advertising Department. After a wide range of supervisory and management positions, he was appointed, in 1966, Group Merchandise Manager, Homefurnishings, Central Division. Three years later, Mr. Shortt was promoted to Company Commodity Manager, Furniture, a position he held until his Winnipeg appointment in June. Mr. Shortt is married and has two children, Jillian 3, and Robert 5 weeks.

YORKTON WINS

Rosemarie Schmidt, Yorkton, Saskatchewan, won the recent in-store solicitation draw and received a \$75 prize.

Also in the winnings to the tune of \$15 were the following: Hazel Dobson, Lingerie, Regina; Karen Masik, Customer Accounts, Port Arthur; Yvonne Stewart, Hardware, Brandon; Mona Morgan, CSO, Assiniboine, Saskatchewan; Agnes Green, Telephone Order Room, Winnipeg, and William Wiebe, Heavy Goods Store, Abbotsford, B.C.



NEW HOME: The Winnipeg Downtown Store's Budget Home Furnishings Department have completed their move to the 8th floor to an area of over 13,500 square feet. The department, previously located on Hargrave South, is headed by Elmer Freeman, Manager, who directs a staff of some 10 people. They are: Clive Spearman, Tom Golden, Gerry Topping, Morris Lesyk, John Askew, Adelle Parker, Helen Korall, Bernice Pheifer, Laurence Lewsey and William Higgins. Wide-angle lens photo by Hans Sipma, Advertising Photography Studio

Car Rental Service Makes Debut



NEW PRESIDENT: Store Operating Manager Alan Finnbogason has been elected president of the Winnipeg Better Business Bureau

An Eaton rent-a-car service, the first of its kind for a department store in Canada, went into operation at the Winnipeg Downtown Store on June 14.

Customers may use their Eaton Charge Account to rent cars. The rate is \$7 for a 24-hour day plus six cents a mile and gas. Arrangements to rent the General Motors-built cars may be made at the information booth on the store's main floor.

Eaton's has more credit cards than any other Company in Canada.



Mrs. Rhoda Cummings and Burton



J. W. Dunning, a Montreal businessman, was the first customer to rent a car from Eaton's new car rental service. Assisting Mr. Dunning were Susan Townsend and Patti Bates

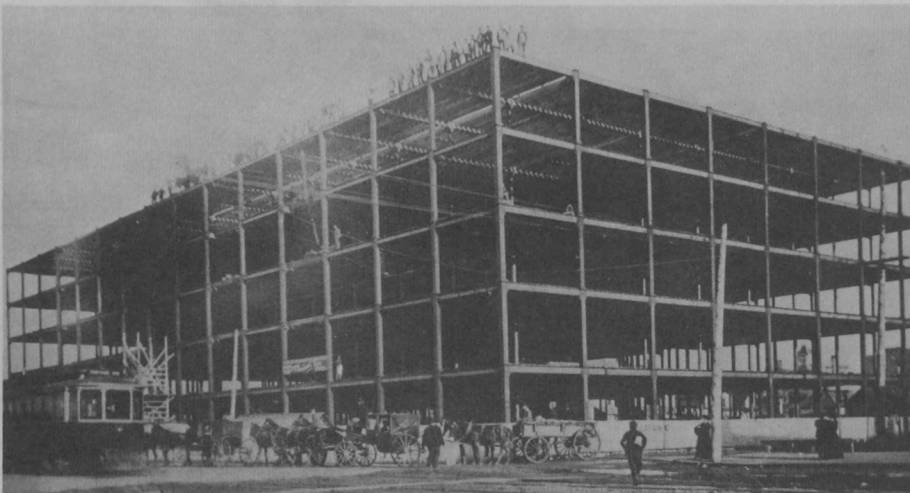
THESE EYES

GUESS WHO'S HIT GOLD?

The Guess Who, that's who. Canada's most popular and successful singing group, The Guess Who, received gold records after their hit song "These Eyes" topped the million mark in June. The 4-man group's lead singer and composer/writer of the song is Burton Cummings, the son of Mrs. Rhoda Cummings of the Budget & Statistical Office, Winnipeg Downtown Store. For the last few months "These Eyes" has been in the top five in the United States and number one in most large cities.

Their popularity spurred an extensive tour of major centres including Boston, Los Angeles, and San Francisco. The group is currently on a gruelling round of one-night stands right across the U.S. with major bookings at New York's prestigious Madison Square Gardens and Coliseum, and a week at Disneyland. On June 22, the Guess Who played to 31,000 people at Milwaukee county Stadium.

Mrs. Cummings takes a keen interest in her son's musical career. A highlight for her was when the group played with the Winnipeg Symphony Orchestra at the Centennial Hall last year.



Construction men lineup on top of the Winnipeg 5-storey Eaton building after the steelwork had been completed. The store opened on Monday, July 17, 1905

HUSH DEAR!

That's Not the King... That's Mr. Eaton

When young Margaret Patterson saw the dignified bearded gentleman in Eaton's Winnipeg Store she immediately thought he was Edward VII whom



LANCE HARRIS

Harris Removes Car From Danger

When a customer's car got stuck in a hazardous spot between her garage and the street, Eaton Driver Lance Harris of Saskatoon went out of his way to help her move it to safety. She was so impressed with Mr. Harris's exceptional courtesy and helpfulness that she called in person at the Store Manager's office to express her appreciation. Store Manager Russ McBride, in a letter to the driver, stated that it was his kind of service which made customers think of Eaton's as 'My Store'. Lance Harris is Eaton's Driver of the Month.

Rally round the gopher boys (girls, too)

Eaton's Centennial Gopher-Broke Auto Rally in Winnipeg is slated for Sunday, September 28. This year's popular staff event will be a photorally and include these special features: Four different starting points and a corn roast at the end of the approximate

continued on page 4

she'd seen in her native Belfast, before coming to Canada in 1907. "Look at the King", she cried. "Hush, that's not the King," said Mrs. Patterson. The elderly gentleman had overheard them. He turned around and patted Margaret on the head. "No dear, I'm just Mr. Eaton," he said. That was the start of a long relationship between Eaton's and the Pattersons.

To date, there've been four generations of the family employed by Eaton's. Margaret's father Robert Patterson joined the store in 1912 as a fire inspector. Margaret Marshall, nee Patterson, joined the Company in 1914 and she was followed shortly by her daughter Mildred. Last year, Mildred's daughter Lynne McCabe joined the Catalogue Accounts Office.

Looking back over the years, Mrs. Marshall recalls that her husband helped build the Catalogue Building and when she joined the Company a cup of coffee cost 3c.



The four generations of Eatonians are, Robert Patterson, insert, Margaret Marshall, Mildred McCabe and Lynne McCabe



JOB PROFILE: One of the most interesting jobs in our business belongs to Helen Fisher, Life Insurance Office, at right. Miss Fisher, who'll be celebrating her 50th anniversary with the Company next year, finds her job as an agent for Eaton's Life Assurance Company most interesting. I like working with people said the youthful-looking Miss Fisher, who is shown here talking to Margaret Thorburn, Fancy Foods

CATALOGUE CONFERENCES



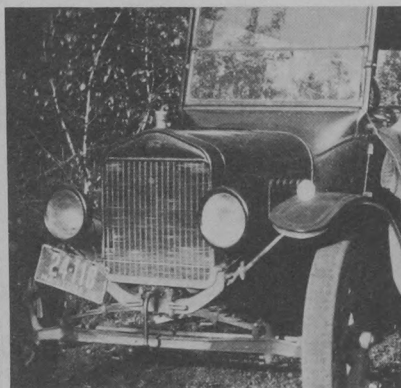
TRAINING SESSION: Ken Von Platen, CSO Operations Manager Winnipeg Catalogue, standing, directed a recent District Sales Manager's educational program to keep staff in the Western Catalogue Area up-to-date on the latest training and operating techniques. Taking part in the conference were, from left to right: Dave McKenzie, Catalogue Personnel Manager; Mr. Von Platen; Cy Scarr, District Sales Manager, British Columbia Interior; Dean Klassen, Buy-Line Training Co-ordinator; Jack Bundy, CSO Promotion Supervisor; Dan Snider, District Sales Manager, Vancouver Area; Dunny Dewar, Winnipeg Telephone Sales Manager; George Jones, District Sales Manager, Alberta, and Archie Harrison, District Sales Manager, Manitoba and Ontario



FOLLOW UP: Following the Winnipeg conference, Dan Snider, District Sales Manager, Vancouver Area, held training session with his supervisors in Nanaimo, B.C. From left to right are: Ella Schibler, Campbell River; Nellie Hogg, Duncan; Muriel Ratcliffe, Victoria; Mr. Snider; Elizabeth Klassen, Courtenay, and Margaret Wood, Nanaimo



Cliff McFadden is shown here sitting on a sluice at the Spanish Creek gold mine. At right is the model-T Ford which took him to Vancouver



APPOINTMENTS

WINNIPEG

S. J. Shortt, Area Sales and Merchandise Manager.
R. D. Turner, Delivery Manager.
W. H. Pointon, Traffic Manager.
P. M. Balon, Department Manager 901/926/933.
L. J. Rogers, Buyer.
W. A. Olford, Project Supervisor.
R. E. Bird, Auditor, Winnipeg Area.

SASKATOON

Miss F. R. Laycock, Sales Manager 252.
G. M. Read, Merchandise Control Supervisor.

BRANDON

F. G. Bailey, Sales Manager 253.

PORT ARTHUR

Miss A. D'Angelo, Control Supervisor.

GOPHER CONT.

100-mile route. Ken Von Platen, Catalogue Administration, an experienced rallist, will be organizing the rally which is the fourth of its kind that he has run for staff. The Rally Master plans to make this year's the best yet. "Those who take part are not likely to go broke," he says, "as the entry is free."

Look for further information on the Gopher-Broke Rally in the August CONTACTS . . . Application forms will be available from bulletin boards.

Publishes Article

Cliff McFadden, a retired Winnipeg staff member, recently published his narrative of a 1932 journey from Winnipeg to British Columbia in the Manitoba Historical Society publication Manitoba Pageant.

Mr. McFadden and three associates made the trip in an ancient model-T Ford over some of the most hazardous roads in North America.

The men made the 2,000-mile trip in three months, as they spent some time en route panning for gold at Spanish Creek, British Columbia.

1969 SANTA CLAUS

PARADE FLOAT

DESIGN COMPETITION

Grand Prize — A three-day, all expense trip to Toronto for the winner and parent or guardian to actively participate in the parade.

(Should the winner be a Toronto boy or girl, he or she would win a three-day trip to Montreal.)

10 prizes totalling \$160 will be awarded in each of the following areas: Ontario, Quebec, Maritimes, West and Pacific.

Top Area Prize \$50

Second Prize \$25

Third Prize \$15

Fourth to Tenth Prizes — \$10 gift certificates

HI KIDS!

We're holding a year-long birthday party to mark our 100th. To help us celebrate, we're inviting all children of Eatonians in Grades two to six to participate in a special contest with wonderful prizes in store for the winners.

To enter, all you have to do is design and draw a float for Eaton's 1969 Santa Clause Parade using the Eaton 100 symbol as part of the design.

It's easy! It's fun! And you could be one of the lucky prize winners. Do join the birthday celebrations by putting your artistic talents to work. We'll be looking for your entry.

Eligibility

Eaton's Santa Claus Parade Float Design Competition is open to all children Grades Two to Six inclusive (Ontario Education Standards) who are dependants or immediate relatives of regular full and part-time Eaton staff. (Sons, daughters, sisters, brothers and grandchildren).

Grand prix—Pour le gagnant et ses parents ou gardiens, un voyage à Toronto, afin qu'il puisse participer activement au défilé.

En tout, \$160, répartis en 10 prix accordés au gagnant de chacune de ces régions: l'Ontario, le Québec, les Maritimes, l'Ouest et le Pacifique.

Premier prix \$50

Deuxième prix \$25

Troisième prix \$15

Quatrième à dixième prix; certificats-cadeau d'une valeur de \$10.

SALUT LES ENFANTS!

Une année entière de réjouissances souligne notre centenaire. Et nous vous convions aux divertissements en invitant les enfants des employés d'Eaton (de la 2^e à la 6^e année scolaire) à prendre part à un concours, et leur offrons des prix intéressants.

Afin d'y participer vous n'avez qu'à concevoir et dessiner un char allégorique du défilé Eaton 1969 du Père Noël, en y incorporant l'écusson du centenaire.

C'est simple, mais emballant! Et vous pourriez vous mériter l'un des prix. Mettez donc vos talents artistiques à profit en participant à ce concours. Nous nous ferons une joie d'examiner votre dessin.

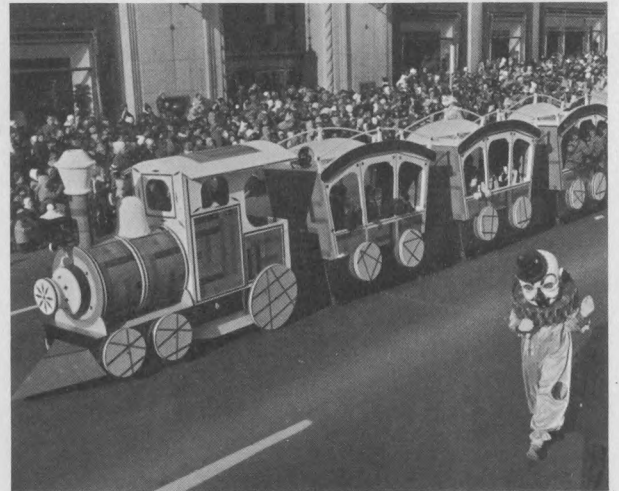
Admissibilité

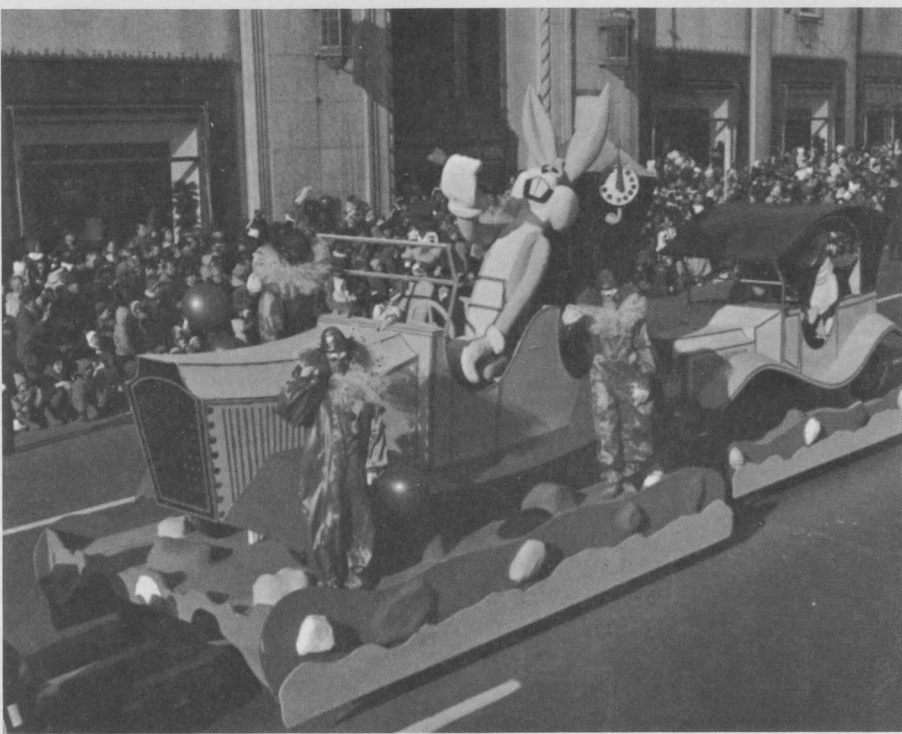
Tous les enfants, inscrits en 2^e jusqu'en 6^e année (d'après les exigences scolaires de l'Ontario) qui sont dépendants ou parents immédiats (fils, fille, frère, soeur ou petit-enfant) d'un employé Eaton à temps plein ou partiel, peuvent participer au concours en dessinant un char allégorique du défilé du Père Noël.



CONCOURS; DESSINS DE CHARS ALLÉGORIQUES DU DÉFILÉ DU PÈRE NOËL

Floats from the past





Chars d'antan

RULES

1. To enter, the contestant must design and draw a float for the 1969 Santa Claus Parade using the Eaton 100 symbol as an integral part of the design. (Design for Santa's float not eligible).
2. Entries will be judged on two basic points —
 - a Originality of the idea
 - b Execution of design
3. Drawing size — not to exceed 15 inches by 30 inches. Average Float length is 25 to 40 feet; average width 12 to 22 feet; height limited to 13 feet.
4. Simplicity of design is most important since each float is on television for only 20 to 30 seconds. Hence, the idea or subjects should be instantly recognizable.
5. Each entry should be titled and accompanied by a brief explanation of the design — describing any mechanical action or costumes incorporated.
6. All entries become the property of the T. Eaton Co. Limited and cannot be returned. Many entries will be displayed in Eaton stores prior to the 1969 Santa Claus Parade.
7. Print name, address, phone number, age, school grade and school attended on the back of the drawing (Bottom right hand corner)
8. Print the name of the dependant or immediate relative and their Eaton employee number on the back of the drawing (bottom left hand corner).
9. Entries must be post marked no later than Friday, July 18th 1969, and submitted to one of the following locations:

William Hepplewhite,
Display Manager,
T. Eaton Co. Limited,
515 West Hastings Street,
Vancouver, B.C.

Paul Martin,
Display Manager,
T. Eaton Co. Limited,
677 St. Catherine Street West,
Montreal, P.Q.

J. W. Clarke,
Divisional Display Manager,
T. Eaton Co. Limited,
190 Yonge Street,
Toronto, Ontario.

Miss Janice Bauman,
Display Manager,
T. Eaton Co. Limited,
Portage & Donald Streets,
Winnipeg, Manitoba.

Russ Cooper,
Advertising Manager,
T. Eaton Co. Limited,
Foundry Street,
Moncton, New Brunswick.

RÈGLEMENTS

1. Pour prendre part à ce concours, le concurrent doit concevoir et dessiner un char allégorique du défilé du Père Noël en y incorporant l'écusson du centenaire (le dessin du char du Père Noël ne peut être soumis)
2. Avant d'en arriver à une décision les juges tiendront compte tout particulièrement de:
 - a) l'originalité de l'idée
 - b) l'exécution même du dessin
3. Le dessin ne dépassera pas les dimensions de 15" x 30"; un char allégorique est d'environ 25 à 40 pieds de longueur, 12 à 22 pieds de largeur et jamais plus de 13 pieds de hauteur.
4. La simplicité est de mise, car chaque char n'apparaît à l'écran que de 20 à 30 secondes. On doit donc pouvoir immédiatement identifier le sujet ou l'idée.
5. Titrer chaque sujet et donner une brève explication du dessin; y joindre une description du mécanisme et des costumes.
6. Le tout devient la propriété de la compagnie Eaton et ne vous sera pas retourné. Plusieurs dessins seront exposés aux magasins Eaton avant le défilé 1969 du Père Noël.
7. Inscrire au verso, en caractère d'imprimerie, vos nom, adresse, numéro de téléphone, l'année scolaire, le nom de votre école (dans le coin droit au bas de la page).
8. Inscrire aussi au verso en caractère d'imprimerie, le nom du dépendant ou de votre parent immédiat ainsi que son numéro matricule (dans le coin gauche au bas de la page).
9. Mettre le tout à la poste avant le vendredi 18 juillet 1969 et l'expédier à l'un des endroits suivants:

M. William Hepplewhite,
Chef de l'étalage,
T. Eaton Company Limited,
515 rue Hastings ouest,
Vancouver, Colombie-Britannique

M. Paul Martin,
Chef de l'étalage,
T. Eaton Company Limited,
677 rue Sainte-Catherine ouest,
Montréal, P.O.

M. J.W. Clarke,
Chef divisionnaire de l'étalage,
T. Eaton Company Limited,
190 rue Yonge,
Toronto, Ontario

Mlle Janice Bauman,
Chef de l'étalage,
T. Eaton Company Limited,
rues Portage et Donald,
Winnipeg, Manitoba

M. Russ Cooper,
Directeur de la Publicité,
rue Foundry,
Moncton, Nouveau-Brunswick



Plant Knowledge

The Garden Row departments of the Catalogue, Downtown Store, and Polo Park held their first out-of-doors product knowledge meeting in Winnipeg June 8.

Training sessions were organized by Art Harrap, Section Supervisor, while Dick Wright, Heavy Goods Stock, Service Building, provided an acre of uncut grass. Here, staff took turns in handling garden and farm equipment, such as tractors, with grass cutting equipment, and many different types of tillers.

"The best way to give staff a thorough understanding of new equipment is to have them operate these machines under actual working conditions," said Roy Christie, Sales Manager.

Those who attended the session were: Roy Christie, Art Harrap, Larry Bishop, Jean McLeod, Joyce Thoren, Audrey Lemoine, Barbara Dean, Bruce Gregory, Elmer Caven, Dan Farkas, Jim Jarman, Ambrose Weir, Dick Wright, Joe Heal, Tony Broe, Gil Comeault, Dave Dewgate, and Doug Partaker.



GOLF CHAMP: Colin Lowther, Services Supervisor, Winnipeg Advertising, captured the Sales & Advertising Club's low net and low gross trophy at the organization's annual competition

Trainees Start Management Course

Some 17 staff members began a comprehensive Management Training Course in Winnipeg in June. The six-month course, known as Management Training, Group 2, covers a wide range of topics including: management theory, leadership, effective speaking and merchandising. Those taking the course are: Ted Bergman, Jewellery; Ray Burdett, Catalogue Mds. Control; Lee Ducharme, Men's Pants; Bill Gascoigne, L.P.S. Lingerie; Dennis Kerr, Books, Magazines; Ed Klassen, Service Bldg. Order Filling; Bill

Matthisen, Radios; Chuck McTaggart, Ticket Writing; Bill Miller, Central Receiving; Norm Mitchell, Warehouse Bargain Centre Salesroom; Cliff Nichol, Service Building Packing & Crating; John Payment, Cat. Order Filling — 7th & 8th Floor; Gordon Simpkin, Cat. Order Filling — Service Bldg.; Noreen Smith, Gloves; Richard Spencer, Cat. Order Filling — 7th Floor; Peter Thiessen, Service Building Receiving, and Les Walker, Service Building Security.



ROLL-OFF CHAMPS: Moose Jaw Store Manager Laddie Hutchison presented the Eaton trophy to captain Don Gillies, left, and his team of Dot Gillies, Emily Oakley, Ethel Gamble and Art Olson



CONSOLATION WINNERS: Moose Jaw's consolation bowling event went to Jo Sehn, captain, second left, and her crew of Gladys Prentice, far left, Duncan MacDonald, centre, Wilma MacDonald, and Ruby Pakula. Individual winners were: John Lincoln, Men's High Single, High Three, and High Average champ; Corinne Small, Ladies' High Single; Marj Anderson, Ladies' High Three, and Edie Lincoln, Ladies' High Average winner



MORTON CANDY

STAFF MEMBER'S SON TO STUDY IN BONN

Morton Candy, the son of James Candy, Hardware Stock, Service Building, received a National Research Council post-doctorate fellowship award. Morton will use the \$6,000 yearly scholarship, which is renewable for two years, at Bonn University, West Germany, where he will do research work in nuclear physics commencing this Fall.

A graduate of Elmwood High School, Morton Candy has won numerous scholarships and awards including the Isbister Scholarship. He graduated from the University of Manitoba in 1965 with the first class honours and received his master's degree in '67. During the summer holidays, Morton worked in the Winnipeg store.

CONTEST CLOSES AUGUST 15

Deadline date for the Winnipeg Suggestion Committee's Name the Cafeteria Contest is August 15. The Committee is offering a \$50 prize for the best name for a staff cafeteria on either the second floor Downtown lunchroom, the Catalogue restaurant on six, or the main Service Building cafeteria.

To date, the Suggestion Committee have received over 60 entries. Fill out regular suggestion forms from your notice board and submit as many names as you like — you've a chance of winning \$150 if you send in names for all three cafeterias.

Do you get things done ?

The result-getter — the man who gets things done — is powered by four ingredients. They get him ahead of the also-rans. They put the "oosshh" in his "whhoosshh." Consider his four assets one by one. You'll find that just about anyone can acquire them. And you may want to try them on yourself:

1. HE HAS INNER DRIVE: The result-getter moves. He has a restlessness about things as they are, and a roving eye toward the possibility for improvement.

The doer has developed the talent for picking a single goal out of the millions available and mustering all his talents, knowledge, powers of persuasion and leadership to reach it. Once he's picked his target, his energies concentrate on it. More than simple activity, it's directed energy guided by an intelligent and well-disciplined mind.

2. HE PICKS THE MOST IMPORTANT THINGS. The doer's get as many requests for his time as the next fellow. How does he cut through the underbrush? He scans the whole range of things pressing upon him and quickly evaluates the importance of each. He knows that everything he could do isn't equally important. So he digs for the vital things. He looks for bottlenecks that will hold up a lot of other projects and breaks them. He puts the vital few

things at the top of his list and pushes the trivial many to the bottom.

3. HE RESPECTS THE IDEAS OF OTHERS. The action-getter knows that no one person generates all the good ideas. He builds a climate in which every idea gets a fair hearing and lots of credit. He has patience to listen, asks questions and probes deeply into half-formed ideas to help the originator develop them. If it's off the beam he explains why it can't be used. If it's good he'll give the originator sincere appreciation for what he's contributed. One of the real skills of the action-getter is that of building confidence that they can generate and apply good new ideas in their job.

4. HE'S TOUGH-MINDED. The doer has a high tolerance for frustration. He can plug through all sort of red tape without blowing his top. He faces delays and run-arounds with spartan endurance.

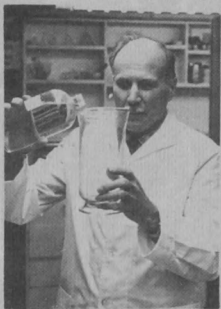
Once he's decided what action is best, he'll stick to it no matter how the weather blows. He assumes that good men are made of tough stuff and will work hard in making a living and contributing to the success of the business. He's tough minded, too, in being willing to pay the price for his own success. He concentrates on his job with singleness of purpose. Like the pro-footballer, he likes the game he plays even though it's a tough one.

*There's
some
excitement
brewing
for you...
soon*



SERVICE ANNIVERSARIES

40 YEARS



Mr. C. C. Found, Winnipeg, Drugs, July 8



Mr. L. H. Snell, Winnipeg, Packing and Crating, July 13



Miss O. Torrance, Winnipeg, Grill Room Products, July 29



Miss L. E. Fairey, Polo Park, Hosiery, August 6

In July and August six men and two women will celebrate 40 years and three men and two women will celebrate 25 years.

In addition to those in the photographs are: Mr. J. T. Lyons, Parcel Delivery, August 8; Mr. T. E. Ewart, Wages Office, August 19; and Mr. S. Hill, Men's Clothing, August 29 — 40 years; Mr. Frank Fulford, Appliance Repairs, July 31; Mr. Peter Stefanyshyn, Bake Shop, August 4; Mr. Ronald Collins, Watch Repair, August 9; Miss Margaret Lawrence, Medical Centre Supervisor, August 21 — 25 years.

25

YEARS



Mr. J. Bell, Service Building, Furniture Delivery, August 26

Miss Marion S. MacPhail, Plant Manager's Office, July 13



Leisure Days Ahead



Mr. J. D. Addison, Meats, 27 years of service



Miss C. Olafson, Alterations, 17 years of service



Mrs. Stella Praka-powich, Hardware, 10 years of service

Best wishes to the following Eatonians on their retirement. In addition to those in the photographs are: Mr. W. H. Alexander, Meats, 46 years of service; Mr. B. B. Gibson, Catalogue Accounts, 45 years of service; Miss L. Woodley, Saskatoon Markers, 41 years of service; Mr. F. Jasper, Saskatoon Meats, 30 years of service; Mrs. E. Craig, General Office, 26 years of service; Mr. E. P. McClintick, Prince Albert Whse., 21 years of service; Mrs. M. Farmer, Telephone Orders, 18 years of service, and Mrs. J. M. Biddell, Furniture Adjustment, 14 years of service



CANADIAN FIRST: Hazel Oakley, Winnipeg Downtown Men's Furnishings, was awarded a medal for being the first woman in Canada to jog 100 miles. Since then, Mrs. Oakley has added another 100 miles to her record. It took her two months to complete this 200-mile jogathon at the Westwin Armed Forces Base

INTERIM REPORT

The latest results of the Eaton Employees Charitable Fund Campaign shows an annual increase of \$10,000. Your Fund Committee thanks all new subscribers and those who increased their donations.

If you haven't, as yet, filled out your pledge card there's still time to enroll. Give the completed card to your Fund Representative or mail it directly to the Staff Relations Office. Give now and help thousands in our community live more productive lives.



BE A FRIEND TO MANY

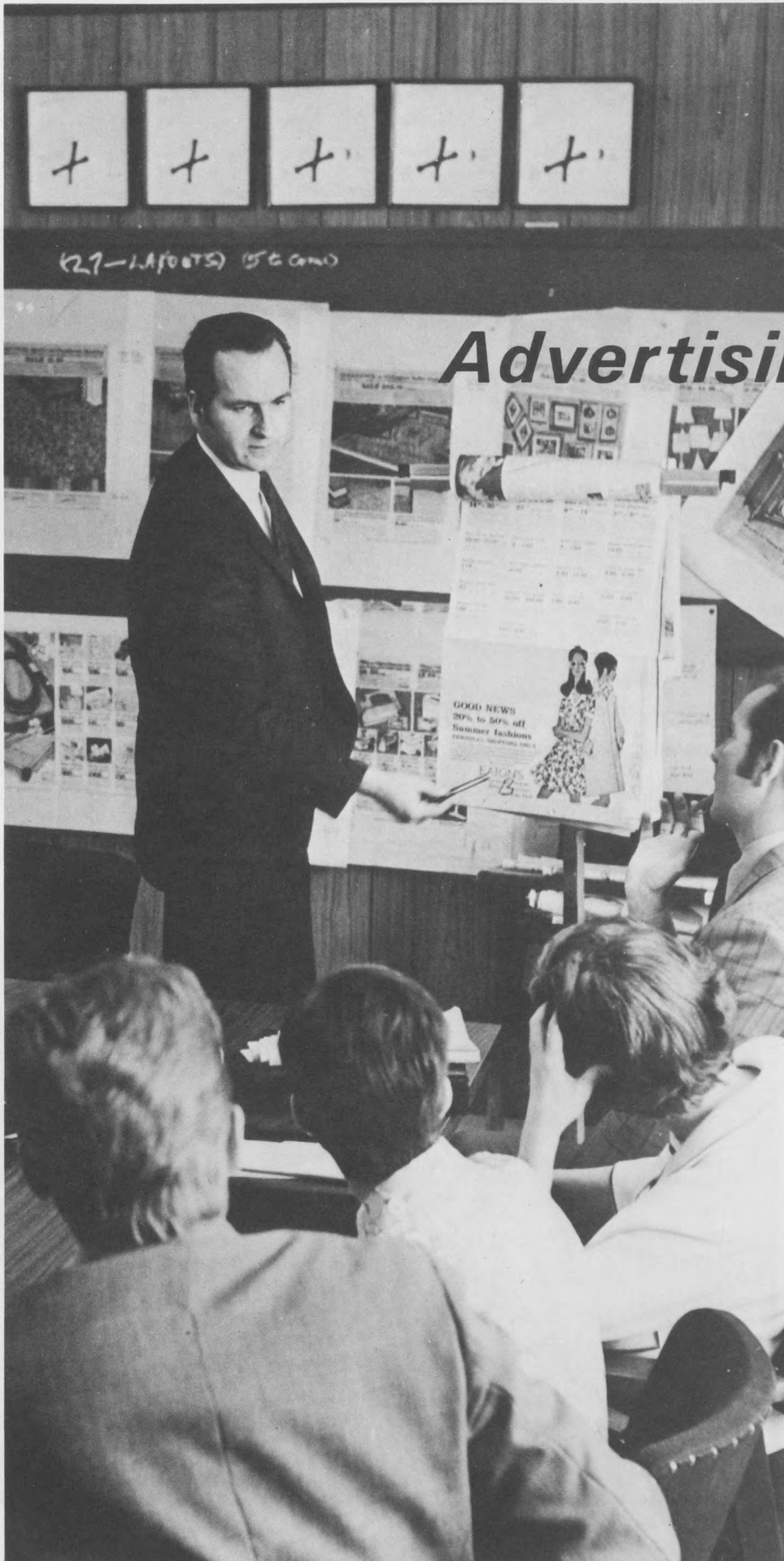


Advertising Creates the Climate

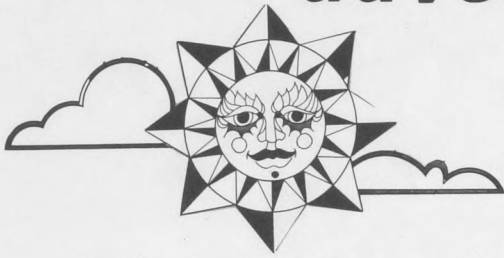
Turn to Eaton's advertising pages in your newspaper and you'll see examples of outstanding award-winning retail advertising that makes music at the cash registers and sales figures soar. For advertising is the catalyst that creates the climate for sales. If you built a better mouse trap, the world won't beat a path to your door unless you are prepared to shout about it. Eaton's may have the best stores, the biggest bargains, the latest fashions, and the most exciting store events. But, without advertising we wouldn't be able to tell the majority of people about what's happening at Eaton's. A well-known saying is that nothing except the mint can make money without advertising. It's true. Advertising is retailing's lifeblood.

To keep people informed about Eaton's is a big, bustling department on the third floor of Eaton's Catalogue Building. Here, some 55 skilled advertising people pool their talents to produce over 1,300 pages of newspaper every year. They also create a wide range of supplementary advertising pages, radio spots, TV commercials, booklets and account stuffers. ▶

At a creative meeting, Advertising Manager Jack Stratford reviews recent ads with his staff, who discuss ways to improve on their efforts. Above Mr. Stratford is a row of awards



'advertising people search



Head of the department, the largest of its kind in Western Canada, is Advertising Manager Jack Stratford. He directs a creative team of artists, writers, photographers, production assistants, office staff, and proofreaders.

Telling people about Eaton's is a job for professionals. In advertising you have to be keen, highly-skilled, and enthusiastic. It goes with the job. It takes a special talent to present our Company to the public as a big, dynamic retail organization. Advertising has to reflect the exciting activities of our stores. It has to make people feel that Eaton's is an important and integral part of the community.

Eaton's advertising follows a well-charted course. Three main kinds of advertising give it impact:

ACTION ads have a sense of urgency — the big savings of sales. The second is **REGULAR PRICE** which tells the story of new fashions and merchandise benefits. Thirdly, **INSTITUTIONAL** ads describe the store's services, special events, and community activities.

This year, the Company's Centennial has had plenty of impact on advertising. It's greatest effort has been geared towards the **CENTURY SPECIALS** — full page ads featuring items that range from mink coats to pots and pans. These highly successful pages have presented to customers some tremendous buys — an appropriate way to celebrate one hundred years of retailing.

Another Centennial effort has been strong, regular advertising that stresses Eaton's experience and merchandising know-how. Special emphasis is placed on community involvement, our global buying



Betty Sparling, Group Supervisor



Art Director John Bayley



*Chris Edge,
Copywriter*



for ways to do things better'



*Rene Jamieson,
Copywriter*

power, and the Company's place in the world of tomorrow.

Much of the spirit of Eaton's concern for the future and world-wide merchandising is captured in promotions. For example, last year's "Project Tomorrow" and the upcoming "International Promotion", which is slated for October. Project Tomorrow ads earned the advertising team a Grand Award for a Distinguished Promotion from Retail Advertising Week magazine.

Of paramount importance to Eaton's is truth in advertising. Our ad philosophy states: "Every Eaton advertisement must say what it means and mean what it says." No doubletalk. No confusion. No evasion. No exaggeration. We pride ourselves on telling it like it is.

Another pervading theme is to underscore value, coupled with customer benefits. Strong appeals to the vast youth market appear in promotions and regular ads geared to their tastes. Youth-oriented radio stations and publications are also earmarked for Eaton advertisements.

To enhance Eaton's reputation as the leading fashion authority, special ads are prepared to keep people up to date on the latest trends.

An important part of advertising is teamwork. To co-ordinate promotions, ad men and women work closely with Display and Merchandising people to bring a unified, cohesive presentation to the public.

"Retail advertising is a busy, fast-moving business. From our department comes the image our customers get of Eaton's as a dynamic, exciting place to shop. Creating that picture is essentially advertising's job — six days a week, all year long," said Mr. Stratford. ●



*Joe Laxdal, Group
Supervisor*



*Services Supervisor
Colin Lowther*



1

Jack Wilkinson, Radios & TV's, Winnipeg Downtown, writes out a sales bill, after a customer has purchased a colour television set



2

At the end of the day, Jack Wilkinson, a member of Eaton's Master Salesman Club, takes the top and bottom sections of the 4-part sales bill to the Hargrave Door. Here, a Shuttle Bus picks it up and delivers it to the Service Building. Meanwhile, the sales bill's middle two sheets are forwarded to the Sales Audit Department, where the cash sale is recorded and the transaction is verified

STORY OF A SALES BILL

This is a story of speed and a high degree of accuracy, a story of a group of people — in Sales, in Stock, in Shipping, in Transportation — who together form an efficient team of people working together. They're staff, working behind-the-scenes, who handle sales bills from

the time the purchase is made until the bill is delivered — along with the merchandise — to the customer's home. Let's trace the route a colour television set's sales bill travels from the time it's made out until it's in the customer's hands.



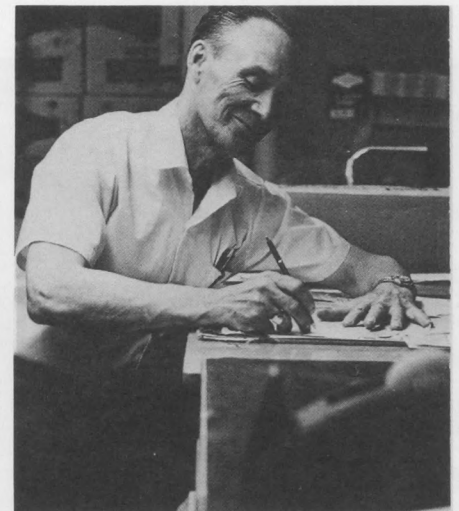
3

The sales bill is given a route number by Stan Rushak, Service Building Mail Room, who points out the TV set's destination to Debbi Edwards, Stock Control. The sales bill is then picked up and taken to Debbi's department



4

Mary-Ann Gay, Visi-rec Section, Stock Control, makes sure the television set is in stock and records the sale in her stock control files



5

The top portion of sales bill is forwarded to the television stock room. Bill Taylor records the television set's serial number and files the customer's warranty card. Fourth portion of the sales bill is filed in the Service Bureau

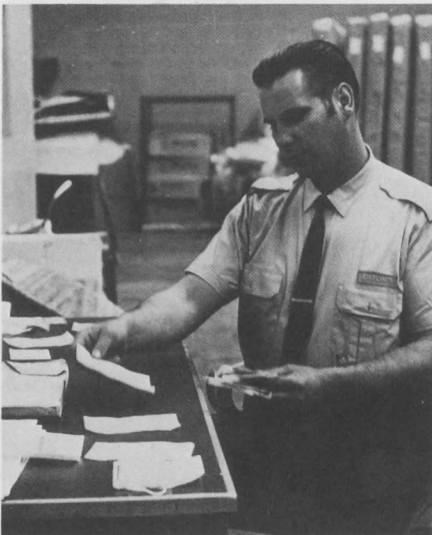


6 *Russell Grima polished the television set before its wrapped and transported to the Shipping Dock. The sales bill is taped to the TV's top*



7 *Edith Iwasiuk, City Delivery Office, types out the information about the TV set from the sales bill on a route sheet. She files the sale bills and route sheets by district for the drivers' to pick up*

'an efficient team doing an important job'



8 *Heavy Goods Delivery Driver Albert Frohwerk sorts out his sales bills by streets for easy handling on his route*



9 *On the delivery dock, Albert matches the sales bill with the merchandise and with the assistance of Jim Chrepytk, carries the TV set into the back of his delivery truck*



10 *At the customer's home, Albert Frohwerk has the sales bill in his hand, to be given to the customer, while Jim prepares to unload the television set*

ROVING REPORTER



SASKATOON STORE: This aerial view shows workmen building the second floor of Eaton's new Saskatoon store which is slated for completion in 1970. The store is part of the Mid-town Plaza Shopping Centre complex in the heart of downtown Saskatoon. At far left is the city's new Centennial Concert Hall



TIMELY CLINIC: To keep staff informed on the latest developments in timepieces, some 20 men from Eaton's Winnipeg Catalogue Building Watch Repair department — Canada's largest — attended a one-day clinic sponsored by Bulova at the Sheritan-Carlton Motor Hotel on June 19. Instructure Tom Collingham, Bulova's technical director, centre, checks the test work on the new Accutron electric watch, being done by Ray Lodwick, left, and Henry Street. Looking on is Supervisor Jim Thomson



ALL ABOARD: Nearly 200 people had a whale of a time on the first staff cruise aboard the Paddlewheel Queen on the Red River in Winnipeg. Those who helped make the 3-hour centennial cruise possible were committee members; from left to right, Doug Brault, Wage Administration, Ann Surbey, Catalogue Merchandise Control, Service Building, Mel Jenkins, 6th & 7th Floor Operating, and Mary Aronius, Advertising. Eaton's Restaurant department received lavish praise for their delicious smorgasbord



CURTAIN RAISER: 1970 Viking home entertainment merchandise made its debut in Manitoba at an evening seminar held in the International Inn June 11. Assisting in the presentation was Karen Ridgeway from Polo Park, centre, who met out-of-town visitors; from left to right, W. K. McDermid, Portage la Prairie, Gordon Nicholson, Dauphin, Jack Campbell, Portage la Prairie, Don McDill, Dauphin, and Brian Kantola from Kenora. Highlight of the evening was a dynamic talk by Wally Rawcliffe, Sales Training Manager, Toronto

CONTACTS

JUNE/JULY

Volume 5, Number 7

Published to communicate the accomplishments and activities of the 9,800 Western Division Staff, the performance and progress of our company and the retail industry.

IN THIS ISSUE

It's the Best Yet 2
Change 4
Quo Vadis? 6
Wind and Water 8
Advertising Creates the Climate 9
Story of a Sales Bill 12
Roving Reporter 14
Good Neighbours 16

EDITOR:

Michael Hartley
Publications Office
T. Eaton Co. Limited,
8th Floor, Winnipeg
Store.
Phone 988-3124

CORRESPONDENTS

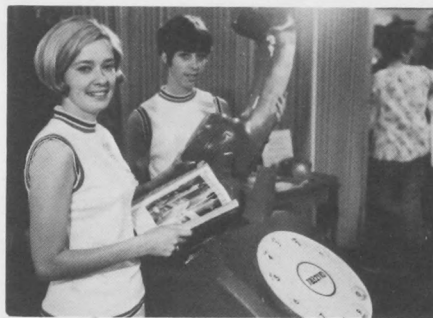
Blanche Benson Brandon
Bernice Chorney Winnipeg
Downtown Store
John Contant Saskatoon
Annette D'Angelo Port Arthur
Ruby Fraser Winnipeg Service
Building
Arnett Laughlin Moose Jaw
Ian Ross Winnipeg Catalogue
Lillian Galvin Regina
Eve Wood Polo Park



FIRST FLOAT: Eaton's Catalogue Sales Office in Quesnel, B.C., entered a float for the first time in the community's Elks Club-sponsored May Day parade. Taking part in the festivities were Wallace Compeau, Manager, who drove the truck, Marlene Bender, beside the driver, Marilyn Dagneau, CSO Supervisor, seated, Mr. Compeau's two children, centre, and Mrs. Dagneau's son, far right



CELEBRATE 50TH: Mr. and Mrs. Arthur Daw celebrated their 50th wedding anniversary recently in Vancouver. Mr. Daw served for 42 years in the Catalogue Men's Furnishings department



AWARD WINNER: The Winnipeg Catalogue's booth won a consolation award at the Manisphere exhibition held in the Winnipeg Arena, June 14-28. Manning a giant telephone, a part of the exhibit, are Ann Ekiel, left, and Nancy Kennedy



SUMMER 1911: Fifty-eight years ago this summer the Eaton Winnipeg Optical Department went on an outing to City Park. Contacts received this photo from Mrs. Marie Leeson, 78, who was born in Drumdrinagh, North Ireland, a village nor far from Mr. Timothy Eaton's home at Ballymena. Mrs. Leeson, a member of the Optical Department, missing from the picture, joined Eaton's in 1910 and worked part and full-time for the store until she was 69 years

Eatonians make good neighbours

RAY SENEZ

"A community that works together grows together," said Ray Senez, Service Building Major Appliance Repair Supervisor, president of the St. Adolphe Chamber of Commerce. This spirit of co-operation is a part of the Chamber's function in any community, Ray explained. "We're essentially an organization that brings people together so we can get the job done," he said.

The president of the Chamber in St. Adolphe, a town some 20 miles south of Winnipeg, is active in a wide range of projects to better the community. The organization, under Ray's leadership, has spearheaded the building of a permanent dyke around the town to protect the picturesque community from periodic Red River floods. St. Adolphe was almost completely submerged by the disastrous deluge in 1950.

Other projects currently being developed with the Chamber's assistance are a paved road for the town, a beautification program, and a new sewer system.

The Chamber's president is vitally interested in young people. Being bilingual, he plans to start a French and English speaking boy scout troop in St. Adolphe. He is also a qualified swimming instructor for the Red Cross and Royal Life Saving Society.

Ray is confident in the future of this expanding community.

"We're aiming to attract new people here and bring in industry to develop the town," he said.



Ray Senez talks to construction men on the site of the new dyke, encircling St. Adolphe to protect the community from floods